

Sierra Cascade Local Contractors
Reach of Media Advertising Efforts for Federal Fiscal Year 05

Advertising includes any paid or public service placement that has a commercial look and does not contain editorial material. It includes PSA's for radio, TV, paid news print advertising, and outdoor placements such as billboards and bus wraps.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
LOCAL CONTRACTS	3		3			
TV						
paid TV ads	0	0	1	1,403,000	1	1,403,000
free TV ads	12	0	13	1,705,600	25	1,705,600
Radio						
paid radio ads	1	116,400	2	502,000	3	618,400
free radio ads	8	0	17	68,000	25	68,000
Print						
paid ads placed	0	0	3	884,564	3	884,564
Outdoor						
paid ads placed on billboards, bus stops, or other outdoor advertising	0	0	1	9,920,000	1	9,920,000
free print ads on kiosks or posters	0	0	1	6,200	1	6,200
LOCAL TOTALS	21	116,400	38	14,489,364	59	14,605,764

Consumer Impressions may be duplicated counts

Sierra Cascade Local Contractors
Reach of Public Relation Efforts for Federal Fiscal Year 05

Public Relations activities are things a program does to generate free news coverage of program activities or issues a program is trying to highlight.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
LOCAL CONTRACTS	3		3			
TV						
# Agencies that submitted media alerts or tip sheets to TV	2	n/c	3	n/c	5	n/c
# Media alerts or tip sheets submitted	2	n/c	25	n/c	27	n/c
# Agencies that submitted press releases	3	n/c	2	n/c	5	n/c
# press releases submitted	31	n/c	28	n/c	59	n/c
TV stories aired from releases	4	n/c	4	n/c	8	n/c
Total TV interviews conducted	9	n/c	10	n/c	19	n/c
TV stories from interviews	7	n/c	7	n/c	14	n/c
Total number of TV inputs	58	n/c	79	n/c	137	n/c
Radio						
# Agencies that submitted media alerts or tip sheets to radio	8	n/c	2	n/c	10	n/c
# Media alerts or tip sheets submitted	32	n/c	7	n/c	39	n/c
# Agencies that submitted press releases	0	n/c	3	n/c	3	n/c
# Press releases submitted to radio	0	n/c	47	n/c	47	n/c
Radio Stories from releases	0	n/c	7	n/c	7	n/c
Total # radio interviews conducted	0	n/c	8	n/c	8	n/c
Total # radio interviews aired	0	n/c	4	n/c	4	n/c
Total number of radio inputs	40	n/c	78	n/c	118	n/c
Print						
# Agencies that submitted media alerts or tip sheets to newspaper	3	n/c	2	n/c	5	n/c
# Media alerts or tip sheets submitted	19	n/c	38	n/c	57	n/c
# Agencies that submitted press releases	3	n/c	3	n/c	6	n/c
# Press releases submitted to print	72	n/c	62	n/c	134	n/c
Total print stories printed	22	n/c	17	n/c	39	n/c
Interviews with print outlets	23	n/c	7	n/c	30	n/c
Print Stories from interviews	12	n/c	7	n/c	19	n/c
Total number of print inputs	154	n/c	136	n/c	290	n/c
LOCAL TOTALS	252	n/c	293	n/c	545	n/c

n/c = not collected

Consumer Impressions may be duplicated counts

Sierra Cascade Local Contractors
Reach of Media Advocacy Efforts for Federal Fiscal Year 05

Media advocacy describes when media is used to promote a policy agenda. It includes three basic steps: setting the agenda, shaping the debate, and advancing the policy. Media advocacy work has a clear expectation of social change resulting from the efforts.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
LOCAL CONTRACTS	3		3			
# Feature Articles Submitted	0	n/c	5	n/c	5	n/c
Total Feature Stories Run	0	n/c	4	n/c	4	n/c
# Letters to Editor Submitted	1	n/c	0	n/c	1	n/c
Total Letters to the Editor Run	1	n/c	0	n/c	1	n/c
Total Editorial Board Meetings Attended	0	n/c	0	n/c	0	n/c
LOCAL TOTALS	2	n/c	9	n/c	11	n/c

n/c = not collected

Consumer Impressions may be duplicated counts

Sierra Cascade Local Contractors
Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)

Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)

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Sierra Cascade Local Contractors
Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 2 of 2)

Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 2 of 2)

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Sierra Cascade Local Contractors
Reach Personal Sales for Federal Fiscal Year 05 (Page 1 of 3)

Personal sales are most like traditional nutrition education. Classes are defined as a single class and/or each lesson in a series of separate lessons or professional development sessions. Participation in one class is the sum of individuals attending a single class or one lesson in a series. In a series of classes, each class must be included in the total number of impressions. Materials distribution is also considered a "personal sales" activity. Please write the name of each item distributed and the number that was distributed.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Total Number of Classes / Activities	Total Consumer Impressions
LOCAL CONTRACTS	3		3			
Classes and Trainings						
# nut ed classes conducted	301	4,838	561	9,092	862	13,930
# provider training classes	69	1,345	83	2,000	152	3,345
# pa-nut class	24	463	32	714	56	1,177
# "other" classes	1	75	4	56	5	131
Total Classes and Trainings	395	6,721	680	11,862	1,075	18,583

Reach of Network Personal Sales Activities for Locals on the following page

Consumer Impressions may be duplicated counts

Sierra Cascade Local Contractors
Reach of Personal Sales Activities Federal Fiscal Year 05 (Page 2 of 3)

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Sierra Cascade Local Contractors
Reach of Network Personal Sales Activities Federal Fiscal Year 05 (Page 3 of 3)

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Sierra Cascade Local Contractors
Reach of Policy Change Efforts for Federal Fiscal Year 05 (Page 1 of 2)

Environmental change includes changes to the economic, social or physical environments.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies	Average Support Change	Average Percent of Agencies
LOCAL CONTRACTS	3	100%	3	100%	3	100%
ENVIRONMENT						
Advocated for increased fruits and vegetables at local stores	3	100%	1	33%	2	67%
Developed partnerships to work towards environmental change	3	100%	3	100%	3	100%
Developed, maintained school or community garden	3	100%	3	100%	3	100%
Encouraged restaurants and grocery stores to carry culturally appropriate foods	2	67%	1	33%	2	50%
Improved food choices at functions	3	100%	3	100%	3	100%
Improved food choices in cafeteria	3	100%	3	100%	3	100%
Increased daily nutrition announcements	3	100%	3	100%	3	100%
Increased lighting, paths, times to promote biking and walking	0	0%	1	33%	1	17%
Initiated/Implemented salad bar program	1	33%	1	33%	1	33%
Limited access to high fat milk products	2	67%	1	33%	2	50%
Limited access to junk food	2	67%	2	67%	2	67%
Limited access to soda	2	67%	2	67%	2	67%
Made healthy snack carts available	2	67%	2	67%	2	67%
Replaced vending machine choices with healthier foods	2	67%	2	67%	2	67%
Worked to improve transportation from markets	0	0%	0	0%	0	0%
LOCAL TOTALS						
Policy, Systems & Environment changes continue on the next page.						

Sierra Cascade Local Contractors
Reach of Policy Change Efforts for Federal Fiscal Year 05 (page 2 of 2)

Policies include laws, regulations and rules (both formal and informal). Examples: school board food policies banning the sale of soda and junk food on school campuses; organizational rules that provide time off during work hours for physical activity.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies	Average Support Change	Average Percent of Agencies
LOCAL CONTRACTS	3	100%	3	100%	3	100%
POLICY						
Passed city ordinances that related to physical activity or nutrition	0	0%	0	0%	0	0%
Passed regulations that decreased or eliminated soda	1	33%	2	67%	2	50%
Policy changes related to Food Security	0	0%	0	0%	0	0%
Ratified rules about serving healthier foods at events	1	33%	1	33%	1	33%
Ratified rules to promote physical activity	3	100%	2	67%	3	83%
Worked towards creating laws that banned sponsorship from competitive foods	1	33%	1	33%	1	33%
Worked towards or responded to policies about food stamps, food security to food banks	3	100%	1	33%	2	67%
Worked with groups for policy agenda	3	100%	3	100%	3	100%
Wrote or responded to legislative bills pertaining to healthy eating or physical activity	3	100%	2	67%	3	83%
Other environmental changes	0	0%	1	33%	1	17%
LOCAL TOTALS						